

Marketing & Advertising Bureau Director

POSITION SUMMARY

The Director of Marketing and Advertising develops and executes strategic marketing plans to position Wisconsin globally through a multitude of mediums and communication channels. This position is responsible for identifying opportunities, developing short and long-term strategies and leading multiple internal marketing sections and teams to promote Wisconsin domestically and around the world.

The position manages and supervises staff in the two units which comprise the Marketing and Advertising Bureau. The position oversees a marketing budget of almost \$10 million, facilitates and analyzes research and develops the comprehensive workplans to deliver outcomes from various market segments. These segments include but not limited to leisure, meetings and conventions, group/motorcoach, sports travel, international visitors and multicultural markets.

The position develops, maintains and analyzes marketing partnerships, vendors and suppliers that support the Department of Tourism's strategic objectives as outlined in the bi-annual marketing plan created by this position. It ensures that the agency's resources are capitalized at their highest and best use for the strongest return on investment for the tourism industry and the tax payers of Wisconsin. This is measured by commissioning primary research and gathering secondary research.

The position is in Madison, WI and reports directly to the Secretary's Office.

The leadership and strategy for this position includes the following areas of focus:

- **Branding:** Ensures all brand assets and market segments are consistent in look, feel and voice both internally and externally. Lead relationships with all creative agencies and suppliers to advance a unified and collaborative brand strategy.
- **Advertising:** Develop campaigns to convey the exceptional Wisconsin travel experiences that differentiate WI from the competition by aligning the internal integrated strategy with outside vendors.
- **Digital and Content:** Guide the organizations content and online initiatives: websites, e-communications, travel guides, social media, photography and video to support strategic goals.
- **Research Insights:** Establish key analytics and metrics by which to judge success. Organize research initiatives and suppliers to provide marketing intelligence and insight to inform Travel Wisconsin's strategies and position the state as a must-experience destination. Define and oversee research that measures the impacts of visitor spending on the economy and the return on marketing investment.
- **Partnerships and Promotions:** Develop and maintain marketing partnerships that align and enhance the Travel Wisconsin brand. Leverage assets with other iconic brands and people.
- **Direct to Customer Services:** Oversee teams who provide travel information and customer service over the phone and to visitors who get information at welcome centers, travel and trade shows, conferences and other venues.
- **Leadership:** Develop and manage staff within the bureau.

30% A. Develop, execute and measure a comprehensive bi-annual marketing plan under a consistent brand strategy.

- A1. Facilitate and coordinate development of the bi-annual organization -wide strategic marketing plan with oversight from the Office of the Secretary.
- A2. Monitor the Wisconsin brand strategy for consistency and effectiveness across all channels of communication, market segments and external/internal applications. Ensure consistent communication to and execution from all suppliers and vendors who work on the brand.
- A3. Work with bureaus and team leaders to select vendors and contractors best suited for work with the Department of Tourism following expected legal, contractual, protocol and direction from the Department of Administration.
- A4. Measure the performance of the marketing plan with pre-determined metrics and report on the accomplishments in a variety of channels including to media, industry, stakeholders and legislators.
- A5. Supervise unit managers.

30% B. Execute paid seasonal campaigns, non-campaign marketing programs and various strategies for all market segments that deliver visitors to Wisconsin. Supervise unit managers to ensure collaboration between internal marketing staff and external vendors.

- B1. Develop and execute all paid strategies including traditional and digital media utilizing emerging technology, trends and applications. Monitor and make corrections as necessary to maximize budgets and impacts.
- B2. In conjunction with other bureaus and programs, develop a publication strategy that incorporates appropriate delivery systems based on goals and target of the project. Set bi-annual calendar so industry partners can align with buy-in participation opportunities.
- B3. Develop and execute promotions that align with the campaigns to extend reach and partnerships. Monitor and make corrections as necessary to maximize budgets and impacts.
- B4. Set and monitor budget. Analyze expenditures for appropriate timing, approvals and draw downs on purchase orders. Approve invoices and purchases ensuring compliance with all state guidelines.
- B5. Provide leadership to ensure integration among all aspects of the departments programs and industry participation.
- B6. Lead outside vendors.

20% C. Oversee key analytics development and research initiatives to provide marketing intelligence and insight which informs Travel Wisconsin's strategies and positions the state as a global destination.

C1. Develop and execute marketing research studies appropriate to desired outcomes which could include on-line surveys, panels, intercept studies and focus groups.

C2. Utilize in-house, tourism industry and paid research vendors to monitor industry data and trends. Analyze results and make marketing decisions to capitalize on opportunities.

C3. Develop key performance indicators and metrics that result in useable actionable explanations that will assist the tourism industry, staff and stakeholders make marketing decisions. Monitor and track the results of campaigns, return on investment and other organizational projects. Comply with all statutes that require reporting.

C4. Stay abreast of current trends and changes and require same of marketing staff and vendors.

15% D. Design and execute a service focused strategy so consumers receive information, assistance and attention from the Department of Tourism and the tourism industry consistent with their needs and expectations.

D1. Identify services that offer visitors, customers, clients and partners the most expeditious and inclusive opportunities to receive travel planning information so they make a favorable buying decision resulting in travel to Wisconsin.

D2. Regularly analyze current programs and make corrections or additions according to market and technology changes.

D3. Provide supervision to unit manager who oversees day-to-day operations. (Added)

5% E. Other duties as assigned

E1. Represent the agency at industry, legislative and community functions.

E2. Conduct internal and external training sessions.

E3. Organize industry leadership consortiums to advise the Department on marketing strategies.

Knowledge, Skills and Abilities:

1. Supervisory skills.
2. Polished communicator with excellent presentation and interpersonal skills.
3. Skill in building relationships and networking with diverse populations, organizations, associations and interest groups.
4. An education featuring a four-year degree or higher with marketing, advertising, or business focus.
5. Eight years of progressively responsible leadership positions in marketing, advertising or communications with demonstrated supervisory experience.
6. Thorough knowledge of a wide-range of media channels.
7. Experience in developing and writing strategic plans and reports.
8. Complex project management experience including working with project briefs and timelines.
9. Knowledge in budget development, monitoring and reporting.
10. Brand development and design skills, ability to evaluate creative materials and provide clear and succinct feedback.
11. Ability to work in a high-pressure environment.